

Governor's Motorcycle Advisory Council

DMV - Room 702

04/29/08

10:00a.m. – Noon



www.motorcycleva.com

Chair: Robert P. Crouch, Jr.

Recording Secretary: Audrey Odum

Council Members:

Bernard Adams	Richard Becker	Bruce Biondo
Barry Hawkins for Graeme Bisdee		Jim Cannon
Robert Crouch	Dep. Sec. Ralph Davis for	Sec. Pierce Homer
Capt. Richard Denney	Sheriff Steve Draper	Charles Finley
Alleyn Hanard for Sec. Patrick Gottschalk		Richard Holman
Pam Jewell	Keith Lindgren	Joseph Marshall
James Ramsey	Rick Richardson	
Brennan Shepard	Chuck Talley	

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Council Members

Absent:

Chief Charles Bennett	Marquita Brooks	Dale Coyner
Melissa Franklin	Mark Hodges	Richard Lewis
Sec. John Marshall	John Mazza	Tom McGrath
Del. Samuel Nixon, Jr.	Sen. Phil Puckett	Patrick Sanders
Shawn Walker		

Guest:

Randy Burdette / Cheryl Evans / Betty Wilson – Department. of Aviation
Cheryl Lynne - Research Council
Mike Sorensen – VCU / Transportation Safety Training Center
J.R. Gouldman – Richmond Motorcycle Club
Glennadine Gouldman - Motormaid

Welcoming Remarks

Chairman Robert Crouch greeted the council and thanked everyone for attending. Chair Crouch mentioned the Executive Directive 9 (2008) extending the Governor's Motorcycle Advisory Council.

Introductions & Roll Call

Chairman Crouch called the roll. Representation was sufficient for Quorum.

Approval of Past Minutes

Chairman Crouch asked Council for approval of February 13, 2008 minutes. Minutes approved with no amendments.

Council Business

Randy Burdette with the Department of Aviation presented to the Council a power point presentation regarding the Department's program that encourages pilots to tour Virginia airports. The pilots would receive a "passport" book which is stamped at each airport that is visited. Incentives such as prizes (pins, hats, duffle bags and leather jackets) are awarded for the most "stamped" pages. There is no time frame to complete the airport tours.

Mr. Burdette introduced Nancy Miller, one of the 142 people to date that has completed the program and traveled to airports though-out Virginia resulting in winning a Gold Level leather flight jacket.

Chairman Crouch asked Mr. Burdette to help the Council promote and establish a similar motorcycle program. Mr. Burdette is willing to work with members to achieve such a program.

<p>Action: <i>Need to set up brain-storming session for funding to establish the "Virginia Motorcycle Adventurer Program".</i></p>

Richard Becker will find out from the motorcycle community how much interest there is for such a program. Then the Council can look into funding and creating motorcycle tours. Chair Crouch suggested preparing a business plan that included funding needs, manpower and any concerns that need to be covered.

Richmond International Race Event

Sheriff Steve Draper made the suggestion which was agreed on, to postpone the Saturday, May 3rd motorcycle ride at the Richmond Raceway and schedule the ride for the September 6th race. Motorcyclist would ride around the track during the opening ceremonies. Need approximately 12-15 bikers. Bikers interested in participating, please e-mail Audrey.Odum@dmv.virginia.gov or call Audrey Odum at 367-8140.

Also, those that may want to stay and watch the race, Mr. Draper is trying to arrange seating.

Committee Reports

Tourism:

Richard Holman will send out an e-mail requesting ideas for the web site and he will be working on increasing web site links to state organizations. Pam Jewell has agreed to work with Richard.

Economic Development:

Rick Richardson stated that motorcycle production is moving out of the U.S. to overseas. Harley Davidson Corp. is laying off over 700 employees. The Governor has sent a letter to motorcycle industries around the nation. One motorcycle accessories business has visited Virginia and is considering a move and expansion of their business to Shenandoah Valley. They would also like to be able to offer motorcycles.

Mr. Richardson also presented a sample sign of the gold Wing Road Riders of Virginia

Safety:

Governor Kaine will send out a proclamation that May is motorcycle awareness month.

Mary Ann Rayment and Bruce Biondo distributed three different motorcycle safety brochures to Council members. These brochures will be able to be downloaded from DMV's web site. One brochure was designed for law enforcement use by listing code sections another for urge motorcyclist to training; and, the third one targets individuals that may want to be motorcycle instructors. Brochures will be distributed through law enforcement, community groups and motorcycle dealerships.

Action:	<i>Chairman Crouch would like to see the Council's web site addresses included on the brochures in future publications.</i>
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Action:	<i>Chairman Crouch would like to see the VA Highway Safety Office's webpage as a link on the MotorcycleVA website.</i>
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Motorcycle 411 – MaryAnn Rayment presented two television public service announcements (PSA) and two radio PSAs which deal with Motorcycle 411. These will begin to air June 15 through June 29. Richmond, Hampton Roads, Roanoke, Central Virginia, Shenandoah and Southwest Virginia are the target areas.

Motorcycle Initiatives – Deputy Secretary Ralph Davis furnished a power point presentation on his recommendations to improve the motorcycle training course.

SP Motorcycle Working Group – Captain Denney outlined recommendations both legislative and programmatic that SP will consider from law enforcement prospective.

Motorcycle Analysis – Cheryl Lynne furnished the Council an update on motorcycle crashes and fatalities.

Action:	<i>Chairman Crouch is interested in the different type of accidents; younger age groups/sport bikes and older age groups/cruisers.</i>
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Action:	<i>Jim Cannon would like additional information on overall crashes in addition to the above information.</i>
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Action:	<i>Cheryl Lynne from the Virginia Research Council will collect motorcycle crash data from 2006-2007 along with this year's preliminary data to present to Council at next meeting.</i>
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Marketing / Communications:

Chair Crouch furnished an update from Dale Coyner in his absence. According to Dale, as to date, there have been 3,931 visits on the motorcycle web site.

Patrick Sanders was recognized for coordinating the printing of the Council's tee shirts. Costs were designated: \$15.50 each to motorcycle dealers, \$16.50 each wholesale and \$20 each with proceeds going to the Council. T-shirts were available at the meeting and afterwards, \$231.00 was collected for tee shirts sold.

Dick Becker mentioned that the Fredericksburg Hog Rally will be held in seven weeks. There is a "no sale" policy on site, but Dick will research using a vendor box. Tee shirts will also be available over the web site.

Finance:

Charlie Finley furnished an updated financial report stating that the Council's current balance is \$3,467.07 which reflects a payment for web design.

Mr. Finley stated that the Council's MOU (Memorandum of Understanding) did reflect that for every \$2,000 raised, \$1,000 would be given to the Council. This wording has been corrected to reflect a matching fund (cash match).

Council Chair Election

Chair Robert Crouch mention that he would be stepping down as Chair of the Council. A nomination was brought forth for Rick Richardson to serve as the new Chair. Council agreed and a motion was made and seconded.

New Business from Floor

Deputy Secretary Ralph Davis would like the Council to be thinking about the 2009 General Assembly and offer suggestions for legislation to address motorcycle safety.

Action: Council members would like an updated committee listing (names, addresses, e-mail & phone numbers.)

Action: Council members would like all presentations from today's meeting forwarded to them electronically.

Public Comment

None

Future Meeting(s)-

Newly elected Chair, Rick Richardson will be contacting Council members in reference to future meeting dates.

Meeting Adjourned